

CONTRACT



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

And:

Targeted Platform Media LLC
1291 Hollywood Avenue
Annapolis, MD 21403

| | | |
|--|---|--|
| Contract / Revision 105015 / | | Alt Order # 08221209 |
| Product PRIORITIES USA ACTN | | |
| Contract Dates 10/25/16 - 10/31/16 | | Estimate # 4562 |
| Advertiser ISS/Priorities USA Action-A | | Original Date / Revision 09/23/16 / 09/23/16 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Property WHIO-TV | Account Executive Philadelphia CoxRep | Sales Office CoxReps Philad |
| Special Handling | | |
| Demographic Households | | |
| Agy Code | Advertiser Code 750 | Product 1/2 760 |
| Agency Ref 9722 | | Advertiser Ref 14205 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------|------------------|------|--------|-------------------|-------------|-------|-----|------|-------|-------------|
| N 1 | WHIO | 10/25/16 | 10/31/16 | M-F 10a-11a | 10:00 AM-11:00 A | | :30 | | | P-02 | | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 3 | \$600.00 | | | | | |
| N 2 | WHIO | 10/25/16 | 10/31/16 | Stephen Colbert | 11:35 PM-12:35 X | | :30 | | | P-02 | | NM | 2 | \$1,850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 2 | \$925.00 | | | | | |
| N 3 | WHIO | 10/25/16 | 10/31/16 | NewsCenter 7 @ noon | 12:00 PM-12:30 P | | :30 | | | P-02 | | NM | 4 | \$6,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 4 | \$1,525.00 | | | | | |
| N 4 | WHIO | 10/25/16 | 10/31/16 | M-F 4p-5p | 4:00 PM-5:00 PM | | :30 | | | P-02 | | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 2 | \$1,000.00 | | | | | |
| N 5 | WHIO | 10/25/16 | 10/31/16 | Daybreak Edition 5a | 5:00 AM-5:30 AM | | :30 | | | P-02 | | NM | 4 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 4 | \$700.00 | | | | | |
| N 6 | WHIO | 10/25/16 | 10/31/16 | NewsCenter 7 5p | 5:00 PM-5:30 PM | | :30 | | | P-02 | | NM | 5 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 5 | \$2,000.00 | | | | | |
| N 7 | WHIO | 10/25/16 | 10/31/16 | Daybreak Edition 530a | 5:30 AM-6:00 AM | | :30 | | | P-02 | | NM | 4 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 4 | \$900.00 | | | | | |
| N 8 | WHIO | 10/25/16 | 10/31/16 | NewsCenter 7 530p | 5:30 PM-6:00 PM | | :30 | | | P-02 | | NM | 3 | \$6,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 3 | \$2,200.00 | | | | | |
| N 9 | WHIO | 10/25/16 | 10/31/16 | NewsCenter 7 6p | 6:00 PM-6:30 PM | | :30 | | | P-02 | | NM | 4 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 4 | \$2,500.00 | | | | | |
| N 10 | WHIO | 10/25/16 | 10/31/16 | Daybreak Edition 6a | 6:00 AM-7:00 AM | | :30 | | | P-02 | | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 4 | \$1,200.00 | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



WHIO-TV
PO Box 809606
Chicago, IL 60680-9606
(855) 333-2676

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 105015 / | 08221209 |

| | | |
|-----------------------|---------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/25/16 - 10/31/16 | PRIORITIES USA ACTN | 4562 |

| | |
|---------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| ISS/Priorities USA Action | 09/23/16 / 09/23/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | PCode | Rtn | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|---------------------|-------------------|------|--------|-------------------|-------------|-------|-----|------|-------|-------------|
| | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| N 11 | WHIO | 10/25/16 | 10/31/16 | M-F 7p-730p | 7:00 PM-7:30 PM | | :30 | | | P-02 | | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 2 | \$2,000.00 | | | | | |
| N 12 | WHIO | 10/25/16 | 10/31/16 | CBS This Morning | 7:00 AM-9:00 AM | | :30 | | | P-02 | | NM | 4 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 4 | \$1,000.00 | | | | | |
| N 13 | WHIO | 10/25/16 | 10/31/16 | M-F 9a-10a | 9:00 AM-10:00 AM | | :30 | | | P-02 | | NM | 3 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTF-- | | | | 3 | \$550.00 | | | | | |
| N 14 | WHIO | 10/28/16 | 10/28/16 | Friday Prime Hour 2 | 9:00 PM-10:00 PM | | :30 | | | P-02 | | NM | 1 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/24/16 | 10/30/16 | ----1-- | | | | 1 | \$2,750.00 | | | | | |
| N 15 | WHIO | 10/31/16 | 10/31/16 | Mon Prime Hour 3 | 10:00 PM-11:00 PM | | :30 | | | P-02 | | NM | 1 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/31/16 | 11/06/16 | 1----- | | | | 1 | \$3,250.00 | | | | | |
| N 16 | WHIO | 10/30/16 | 10/30/16 | Face The Nation | 10:30 AM-11:30 AM | | :30 | | | P-02 | | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/24/16 | 10/30/16 | -----1 | | | | 1 | \$2,000.00 | | | | | |
| N 17 | WHIO | 10/25/16 | 10/31/16 | M-Su 11p News | 11:00 PM-11:35 PM | | :30 | | | P-02 | | NM | 2 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/25/16 | 10/31/16 | MTWTFSS | | | | 2 | \$2,200.00 | | | | | |
| N 18 | WHIO | 10/25/16 | 10/25/16 | Tue Prime Hour 2 | 9:00 PM-10:00 PM | | :30 | | | P-02 | | NM | 1 | \$4,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | | |
| Week: | | 10/24/16 | 10/30/16 | -1----- | | | | 1 | \$4,250.00 | | | | | |
| Totals | | | | | | | | | 0.00 | | | | 50 | \$75,850.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|---------------|-------------|
| 09/26/16 - 10/30/16 | 38 | \$56,825.00 | (\$8,523.75) | \$48,301.25 |
| 10/31/16 - 10/31/16 | 12 | \$19,025.00 | (\$2,853.75) | \$16,171.25 |
| Totals | 50 | \$75,850.00 | (\$11,377.50) | \$64,472.50 |

Signature: _____ **Date:** _____

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Thank you for your business!

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
SEP21/16 12.49
*** WHIO-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____

BUYER NAME KATHRYN WELSH

SALES PRSN PH- NICK WEITTE

ANNA POLIS, MD 21403

| | CLASS: NATL. | LOCAL | REGIONAL |
|--|--------------|-------|----------|
|--|--------------|-------|----------|

CO-OP BILLING NEEDED

DATE SEP21/16 12.49

**REVISION

PLS CNF THANKS

PRIORITIES USA ACTION

AGENCY ADVERTISER CODE = 750 AGENCY EST# = 4562
AGENCY PRODUCT CODE = 760

 ω

CON COM1: DR. PHIL

2

CON COM1: LATE SHOW WITH COLBERT

FAX# 610-225-1191
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
SEP21/16 12.49
*** WHIO-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|----------------------------|-------|----|-------------|------|-----|------------|------------|----------|----------|-----------|--------|-----------|
| : | LINE# | : | : | : | : | : | DATE | DATE | : | : | : | : |
| 3 | RS | | 1200N-1230P | 30 | | \$1,525.00 | 10/25 | 10/31 | 4 | | TU-F,M | 4 |
| PROGRAM : NEWSCENTER 7 | | | | | | | | | | | | |
| CON COM1: NEWSCENTER 7 | | | | | | | | | | | | |
| 4 | R | | 400P-500P | 30 | | \$1,000.00 | 10/25 | 10/31 | 2 | | TU-F,M | 2 |
| PROGRAM : ELLEN | | | | | | | | | | | | |
| CON COM1: ELLEN | | | | | | | | | | | | |
| 5 | R | | 500A-530A | 30 | | \$700.00 | 10/25 | 10/31 | 4 | | TU-F,M | 4 |
| PROGRAM : DAYBREAK EDITION | | | | | | | | | | | | |
| CON COM1: DAYBREAK EDITION | | | | | | | | | | | | |
| 6 | RS | | 500P-530P | 30 | | \$2,000.00 | 10/25 | 10/31 | 5 | | TU-F,M | 5 |
| PROGRAM : NEWSCENTER 7 | | | | | | | | | | | | |
| CON COM1: NEWSCENTER 7 | | | | | | | | | | | | |
| 7 | R | | 530A-600A | 30 | | \$900.00 | 10/25 | 10/31 | 4 | | TU-F,M | 4 |
| PROGRAM : DAYBREAK EDITION | | | | | | | | | | | | |
| CON COM1: DAYBREAK EDITION | | | | | | | | | | | | |
| 8 | R | | 530P-600P | 30 | | \$2,200.00 | 10/25 | 10/31 | 3 | | TU-F,M | 3 |
| PROGRAM : NEWSCENTER 7 | | | | | | | | | | | | |
| CON COM1: NEWSCENTER 7 | | | | | | | | | | | | |
| 9 | RS | | 600P-630P | 30 | | \$2,500.00 | 10/25 | 10/31 | 4 | | TU-F,M | 4 |
| PROGRAM : NEWSCENTER 7 | | | | | | | | | | | | |
| CON COM1: NEWSCENTER 7 | | | | | | | | | | | | |
| 10 | R | | 600A-700A | 30 | | \$1,200.00 | 10/25 | 10/31 | 4 | | TU-F,M | 4 |
| PROGRAM : DAYBREAK EDITION | | | | | | | | | | | | |
| CON COM1: DAYBREAK EDITION | | | | | | | | | | | | |
| 11 | R | | 700P-730P | 30 | | \$2,000.00 | 10/25 | 10/31 | 2 | | TU-F,M | 2 |
| PROGRAM : WHEEL OF FORTUNE | | | | | | | | | | | | |
| CON COM1: WHEEL OF FORTUNE | | | | | | | | | | | | |

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-----------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|--------|----------------|
| 12 | R | | 700A-900A | 30 | | \$1,000.00 | 10/25 | 10/31 | 4 | | TU-F,M | 4 |
| PROGRAM : CBS THIS MORNING | | | | | | | | | | | | |
| CON COM1: CBS THIS MORNING | | | | | | | | | | | | |
| 13 | R | | 900A-1000A | 30 | | \$550.00 | 10/25 | 10/31 | 3 | | TU-F,M | 3 |
| PROGRAM : KELLY AND MICHAEL | | | | | | | | | | | | |
| CON COM1: KELLY AND MICHAEL | | | | | | | | | | | | |
| 14 | R | | 900P-1000P | 30 | | \$2,750.00 | 10/28 | 10/28 | 1 | | FRI | 1 |
| PROGRAM : HAWAII FIVE-O | | | | | | | | | | | | |
| CON COM1: HAWAII FIVE-O | | | | | | | | | | | | |
| 15 | R | | 1000P-1100P | 30 | | \$3,250.00 | 10/31 | 10/31 | 1 | | MON | 1 |
| PROGRAM : NCIS:LOS ANGELES | | | | | | | | | | | | |
| CON COM1: NCIS:LOS ANGELES | | | | | | | | | | | | |
| 16 | R | | 1030A-1130A | 30 | | \$2,000.00 | 10/30 | 10/30 | 1 | | SUN | 1 |
| PROGRAM : FACE THE NATION | | | | | | | | | | | | |
| CON COM1: FACE THE NATION | | | | | | | | | | | | |
| 17 | R | | 1100P-1135P | 30 | | \$2,200.00 | 10/25 | 10/31 | 2 | | TU-M | 2 |
| PROGRAM : NEWSCENTER 7 | | | | | | | | | | | | |
| CON COM1: NEWSCENTER 7 | | | | | | | | | | | | |
| 18 | R | | 900P-1000P | 30 | | \$4,250.00 | 10/25 | 10/25 | 1 | | TUE | 1 |
| PROGRAM : NCIS:NEW ORLEANS | | | | | | | | | | | | |
| CON COM1: NCIS:NEW ORLEANS | | | | | | | | | | | | |
| OCT/16 | | | 72600.00 | | | NOV/16 | | | | | | |
| | | | | | | | | | | | | CONTRACT TOTAL |
| | | | | | | | | | | | | 75850.00 |
| | | | | | | | | | | | | TOTAL SPOTS |
| | | | | | | | | | | | | 50 |

MARKET TOTALS \$122,338 WHIO 62% WDTN 21% WKRF 10% WRGT 5% CABL 0% WBDT 2%
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE